

File Copy  
12-10-51

# fashion calendar

44 WEST FIFTY-SECOND STREET • NEW YORK 19 • ELDORADO 5-3693

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

**1951**

january

S	M	T	W	T	F	S
1	2	3	4	5	6	
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

february

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28			

march

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

april

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

may

S	M	T	W	T	F	S
1	2	3	4	5		
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

june

S	M	T	W	T	F	S
			1	2		
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

july

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

august

S	M	T	W	T	F	S
		1	2	3	4	
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

september

S	M	T	W	T	F	S
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

october

S	M	T	W	T	F	S
		1	2	3	4	5
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

november

S	M	T	W	T	F	S
		1	2	3	4	5
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

december

S	M	T	W	T	F	S
		1	2	3	4	5
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, DECEMBER 10, 1951</u>			
Now Going On	SHOWING OF SPRING SHOE COLLECTIONS The Guild of Better Shoe Manufacturers will present their couture footwear collections for Spring 1952. Members include: Geller Shoe Company; Jerro Brothers; Julianelli; Marino; I. Miller; Newton Elkin; Palter DeLiso; M. Wolf; Zuckerman & Fox. Publicity: Doris Beechman, MU. 9-5200.	GUILD OF BETTER SHOE MANUFACTURERS	HOTEL SHELBURNE LEX. AVE. & 37TH ST.
Monday Dec. 10 9:30 A.M.	OPENING OF CRUISE SHOP & PREVIEW OF FASHIONS Preview for the press of Ohrbach's Cruise shop and informal showing of cruise fashions. By invitation only. Publ.: Jill Everhart, SP. 7-9000.	OHRBACH'S	3RD FLOOR
Monday Dec. 10 7:30 P.M.- 9:30 P.M.	TENTH SESSION OF FASHION TRAINING COURSE Subject: "Job Discussion"--a panel of speakers will answer questions and give job advice in an open discussion. Speakers: Mary E. Campbell, "Glamour"; Alice Groves, Alice Groves Co., Executive Placement Agency; Dorothy L. Wallis, Women's Wear Daily. Fee: \$2.00. Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	CARL FISCHER HALL 165 WEST 57TH ST.
Week Of Dec. 10	INFORMAL FASHION SHOWINGS OF CHRISTMAS GIFTS L. Bamberger will present informal fashion showings of Christmas gift suggestions during the week of Dec. 10 at 5:45 P.M. in the restaurant, 10th Floor, and at 6:45 P.M. on 3rd Floor. Open to public. Publicity: John von Arnold, Market 2-1212.	L. BAMBERGER & CO. (NEWARK)	10TH FLOOR; & 3RD FLOOR
Tuesday Dec. 11 9:00 A.M. Buffet Breakfast	BREAKFAST PREVIEW OF SPRING LINGERIE The magazine press will be invited to a buffet breakfast and preview of William Carter's lingerie collection for Spring and Summer, including negligees, gowns, half-slips, and slips for juniors and women. By invitation only. Publicity: Helen D. Leaf, BBDO, EL. 5-5800.	THE WILLIAM CARTER CO.	100 PARK AVENUE SHOWROOM
Tuesday Dec. 11 12:30 P.M. Luncheon	FASHION SHOW AND CHARITY LUNCHEON Fashion showing of Benham Originals for Holiday and Resort wear by Bender and Hamburger at a benefit luncheon for the Ethel Spiegel Cardiac Children's Home. "Conversation Pieces" Separates--Juli Lynne Charlot of California. Hats--Laddie Northridge. Gloves--Aris. Pearls--Richelieu. Costume Jewelry--Vogue. Press by invitation. Public by reservation; contact: Fashion Show Rescrvations, TE. 8-8000. Fashion Show Coordinator and Publicity: Donna Cannon, PL. 3-7072. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	FOR ETHEL SPIEGAL CARDIAC CHILDREN'S HOME	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Dec. 11 4:00 P.M. Cocktails	COCKTAIL PARTY FOR FRENCH COUTURIER Cocktail party for the press to meet Alex Maguy, Parisian couturier. By invitation only. Publicity: Lind-Gilbert Associates, PL. 3-4786.	ALEX MAGUY	SHERRY NETHERLAND GOLD SUITE
Wednesday Dec. 12 12:30 P.M. Luncheon	RESORT FASHIONS AT LUNCHEON SHOW Presentation of Drewyn's Resort collection--"Lotte's Indonesian Notebook", sportswear and separates in authentic prints on American fabrics, inspired by designer's Indonesian trip. Shoes--Oomphies. Fashions available at Saks Fifth Avenue. Press by invitation. Public by reservation; contact: Fashion Show Reservations, TE. 8-8000. Show Coordinator and Drewyn Publicity: Sidney Dee Bloeme, JU. 6-4490. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	LOTTE OF DREWYN, LTD.	HOTEL PIERRE COTILLION ROOM
Wednesday Dec. 12 12:30 P.M. Luncheon	RESORT SUITS AT LUNCHEON SHOW Saks Fifth Avenue will present Bass-New York suits for Resort and Cruise wear during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Bass-New York Publicity: Laura Benham, RE. 7-8230. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	BASS-NEW YORK & SAKS FIFTH AVENUE	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Dec. 12 8:50 P.M.	"MISS AMERICANA" 1952 ANNUAL FASHION SHOW The Fashion Institute of Technology will present the annual fashion show, "Miss Americana 1952", with fashions designed and modeled by the students. By invitation only. Publicity: Shirley Goodman, OR. 5-3307.	FASHION INSTITUTE OF TECHNOLOGY	225 WEST 24TH STREET AUDITORIUM
Tuesday Dec. 18 9:30 A.M. Coffee	PREVIEW OF STOLES, SCARVES, HANDKERCHIEFS Stanley Herzman will invite the press to a preview of his Spring collection of Carol Stanley stoles, scarves, handkerchiefs, and Boutique items. By invitation only. Publicity: Ruth Hammer Associates, EL. 5-7108.	CAROL STANLEY	10 EAST 38TH STREET SHOWROOM
Tuesday Dec. 18 7:00 P.M. Formal Dinner	RESORT COLLECTION BY CAROLYN SCHNURER "Flight to Japan"--via BOAC, a showing by Peck & Peck of their confined collection of Resort fashions, designed by Carolyn Schnurer. All invitations have been issued.	PECK & PECK	BROOKLYN MUSEUM SCULPTURE COURT
Wednesday Dec. 19 12:15 P.M. Luncheon	READY-TO-WEAR DIVISION CHRISTMAS LUNCHEON "Careless Attire"--What's Happening In The Negligee Market?" Speaker: Isabel Iverson, buyer of negligees, Lord & Taylor. Fashion Show Commentator: Gwen Randolph Allison, fashion editor, "Today's Woman" and chairman of the Ready-To-Wear Division. Price: \$4.50 for members; \$4.75 for guests. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Wednesday Dec. 19 12:30 P.M. Luncheon	RESORT & HOLIDAY FASHIONS AT LUNCHEON Presentation of fashions and accessories for Holiday wear by Kargere. Press by invitation. Public by reservation; contact: Fashion Show Reservations, TE. 8-8000. Kargere Contact: CI. 6-2360. Pierre Fashion Dir.: Nola Luxford, TE. 8-8000.	KARGERE, INC. (714 FIFTH AVENUE)	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Dec. 19 12:30 P.M. Luncheon	CHRISTMAS ACCESSORIES AT LUNCHEON SHOWING	FRANKLIN SIMON	WALDORF-ASTORIA EMPIRE ROOM
	The "shu-mask", a new idea in shoe fashions, with matching Christmas accessories, designed by Lee Menichetti, will be shown with coordinated fashions from Franklin Simon during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Franklin Simon Publicity: Lenore Benson, WI. 7-9600. Lee Menichetti Publicity: Peggy Caille, PL.5-6358. Waldorf-Astoria Fashion Publ.: Madeleine Riordan, EL. 5-3000.		
Wednesday Dec. 19 3:30 P.M. Cocktails	PREVIEW OF SPRING FOUNDATIONS & BRAS	FLEXEES--ARTISTIC FOUNDATIONS, INC.	417 FIFTH AVENUE SHOWROOM
	Press preview of Spring line of Flexes foundations, bras and girdles. <u>Showing at 4:00 P.M.</u> By invitation only. Publ.: Sandra Kahn, MU. 9-2100.		
Dec. 25	CHRISTMAS DAY (Tuesday--Legal Holiday).		
Thursday Dec. 27 4:00 P.M.	PREVIEW OF FOUNDATIONS FOR RESIDENT BUYERS	JANTZEN	350 FIFTH AVENUE ROOM 5101
	Preview of Jantzen's Spring foundations will be held for resident buyers. By invitation only. Contact: Rosamond Eddy, LO. 4-2820.		
Jan. 1	NEW YEAR'S DAY (Tuesday--Legal Holiday).		
Thursday Jan. 3 10:00 A.M. Breakfast	SPRING MILLINERY AT PRESS SHOWING	SALLY VICTOR	18 EAST 53RD ST. SALON
	Showing of Sally Victor's Spring millinery collection to the N.Y. fashion press. Show will be repeated for the visiting editors on Sunday, Jan. 6, at 3:00 P.M. By invitation only. Publicity: Mildred Josephs, PL.3-7450.	<i>New</i>	
Sunday Jan. 6 10:00 A.M. Breakfast	SHOE DISPLAY FOR VISITING EDITORS	NATIONAL SHOE INSTITUTE	WALDORF-ASTORIA PERROQUET SUITE
	Exhibit of Spring and Summer shoes for men, women and children; also coordinated fabrics and accessories. By invitation. Publicity: Alice Dowd, PL. 3-8293.		
Sunday Jan. 6 11:30 A.M. Brunch	PREVIEW OF SPRING HATS FOR VISITING PRESS	EMME	26 EAST 56TH ST. SALON
	Emme will invite the visiting editors to a brunch and showing of her Spring millinery. Presentation to the New York press at 2:30 P.M., at Stork Club, 3 East 53rd Street, on Monday, Jan. 7. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.		
Sunday Jan. 6 1:00 P.M.- 3:00 P.M. Luncheon	SPRING & SUMMER SHOE PREVIEW	KID LEATHER GUILD	HOTEL CHATHAM CHATHAM WALK
	The Kid Leather Guild's Resort and Spring showing of shoes, bags and accessories in smooth, suede and crushed kid. By invitation only. Publicity: Geri Matthau or Charline Osgood, WI. 7-0288.		
Jan. 6 3:00 P.M.	SALLY VICTOR'S PREVIEW OF SPRING MILLINERY FOR THE VISITING PRESS AT 3:00 P.M., 18 EAST 53RD STREET. (See Above).		
Sunday Jan. 6 4:00 P.M.- 7:00 P.M. Cocktails	SHOWING OF SPRING FASHIONS TO PRESS	PURITAN DRESS COMPANY	WALDORF-ASTORIA ASTOR GALLERY
	Puritan Dress Company's "Double Feature Collection"--women's half-size fashions for Spring will be presented to the out-of-town press. By invitation only. Publicity: Dora Miller, LO. 3-4285.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday Jan. 6 5:30 P.M. Cocktails	COCKTAILS AND BUFFET FOR VISITING PRESS Forstmann will invite the visiting press to a cocktail party and buffet supper. By invitation only. Publicity: Adelia Bird Ellis, CI. 5-8443.	FORSTMANN, INC.	SAVOY PLAZA LE CHATEAU-11TH FL.
Sunday Jan. 6 6:00 P.M.- 9:00 P.M.	COCKTAIL PARTY FOR VISITING PRESS Cocktail party for out-of-town editors and preview of new Spring makeup by Harriet Hubbard Ayer. By invitation only. Publ.: Mary Brown, MU. 8-4040.	HARRIET HUBBARD AYER	PLACE TO BE ANNOUNCED
Sunday Jan. 6 9:00 P.M. <i>Thursday</i>	CHAMPAGNE PARTY FOR OUT-OF-TOWN EDITORS Walter Florell will invite the out-of-town press to a champagne party and showing of his Spring millinery. <u>This show will be presented to the N.Y. fashion editors on Monday, Jan. 7 at 10:00 A.M.</u> By invitation only. Contact: Walter Florell, PL. 5-8424.	WALTER FLORELL	29 EAST 53RD STREET SALON
Jan. 7 10:00 A.M. <i>2:30</i>	WALTER FLORELL'S SPRING MILLINERY PREVIEW FOR N.Y. PRESS AT 10:00 A.M., 29 EAST 53RD STREET. (See Above).		
Jan. 7 2:30 P.M.	EMME'S PREVIEW OF SPRING MILLINERY FOR THE N.Y. PRESS AT 2:30 P.M. STORK CLUB, 3 EAST 53RD STREET. (See Pg. 3).		
Monday Jan. 7 4:00 P.M. Cocktails	PRESS SHOWING OF SPRING MILLINERY L. & B. Karo will invite the press and trade to a presentation of the Spring millinery collection and a celebration of their 35th Anniversary. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	L. & B. KARO	7 EAST 37TH STREET SHOWROOM-11TH FLOOR
Beginning Monday Jan. 7- Jan. 10	NRDGA'S 41ST ANNUAL CONVENTION "Blueprint for 1952"--theme of the 41st Annual Convention of the NRDGA. Twenty-nine separate sessions on increasing efficiency in every phase of retail operation. "Curtain-Raiser" Luncheon, Jan. 7 at 12:15 P.M. in the Grand Ballroom. Attendance will be limited to department, chain and specialty store members of the Association. Publicity: Robert J. Mayer, Director of Public Relations, CH. 4-8780.	NATIONAL RETAIL DRY GOODS ASSOCIATION	HOTEL STATLER
Beginning Monday Jan. 7	SHOWING OF SPRING HANDBAG LINES Industry-wide opening of Spring 1952 handbag fashions. All member manufacturers will show complete collections of new styles in handbags in their own showrooms. Publicity: Ruth Lundgren, MU. 6-0686.	NAT'L AUTHORITY FOR LADIES HANDBAG INDUSTRY	INDIVIDUAL SHOWROOMS
Tuesday Jan. 8 8:00 A.M. Breakfast	SPRING MILLINERY FOR VISITING EDITORS Irene of New York will invite the out-of-town editors to a preview of her Spring millinery collection. <u>N.Y. Press Showing, Wed., Jan. 9, at 9:30 A.M.</u> By invitation. Publicity: Maud G. Moody, LE. 2-4049.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON
Tuesday Jan. 8 8:30 A.M. Breakfast	SPRING MILLINERY BREAKFAST FORUM Annual forum of the MMEA with fashion, merchandising and business experts discussing millinery trends, problems and developments. By invitation only. Publicity: Ruth Weintraub, PL. 3-2166.	MILLINERY MERCHANDISING EXECUTIVES' ASSOCIATION	WALDORF-ASTORIA PERROQUET SUITE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Jan. 8	SIXTH ANNUAL HOSIERY FORUM	HOSIERY MERCHANTISING; HOSIERY INDUSTRY WEEKLY	WALDORF-ASTORIA GRAND BALLROOM
9:00 A.M.- 4:00 P.M.	Panel discussion on "Better Selling Techniques" and "The Buyer As A Department Manager", from 9:00 A.M. to 12:00 Noon. Luncheon Speakers: Walter J. McTigue, merchandise manager of Carson-Pirie Scott, on "Merchandising Hosiery in 1952"; and Dr. Ernest Dichter, psychological consultant, on "What Makes The Lady Buy?" Fashion show at 2:30 P.M. Commentator: Alice Burrows, fashion coordinator, N.Y. office of The T. Eaton Co., Ltd. of Canada. Reservations: \$20.00. Contact: Lillian Thompson, SP. 7-9364.		
Tuesday Jan. 8	PREVIEW OF SPRING BRA FASHIONS	CELEBRITY BRA, INC.	148 MADISON AVENUE SHOWROOM-12TH FLOOR
9:30 A.M.	The press will be invited to a breakfast preview of the Spring bra collection by Celebrity Bra. By invitation. Publ.: Harvey Stein, PL. 7-6274.		
Tuesday Jan. 8	PRESS PREVIEW OF YOLANDE HANDMADES	YOLANDE CORPORATION	16 EAST 34TH STREET SHOWROOM-16TH FLOOR
3:30 P.M.	Preview for the New York press of the Yolande collection of handmades for Spring, including couture designs in lingerie, blouses and baby clothes. This show will be presented to the visiting press at 5:30 P.M., Jan. 8. By invitation only. Publicity: Helen Galland, MU. 6-8600.		
Tuesday Jan. 8	FASHIONS IN WOMEN'S WATCHES	WATCHMAKERS OF SWITZERLAND	HOTEL BILTMORE SUITE 133
4:00 P.M.- 6:00 P.M. Cocktails	"Watch-words For 1952"--newest designs in feminine watches for Spring and Summer. By invitation only, for the N.Y. and out-of-town editors. Sponsored by Foote, Cone and Belding International. Publicity: Elizabeth Maher, EL. 5-4248.		
Tuesday Jan. 8	LA TAUSCA SEMI-ANNUAL FASHION PRESENTATION	THE HOUSE OF HELLER (411 FIFTH AVENUE)	HOTEL PLAZA MAIN BALLROOM
4:30 P.M.- 7:00 P.M. Cocktails	The House of Heller will present their semi-annual fashion show, featuring the Spring collection of Majeska-designed pearl jewelry for La Tausca. Showing at 5:00 P.M. Commentator: Helen Faith Keane. Fashion Coordinator: Ruth Lerner. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		
Jan. 8 5:30 P.M.	YOLANDE'S PREVIEW OF SPRING FASHIONS FOR VISITING PRESS AT 5:30 P.M., 16 EAST 34TH STREET, 16TH FLOOR. (See Above).		
Tuesday Jan. 8	DINNER-SHOW FOR VISITING PRESS	SYLVAN RICH	PLACE TO BE ANNOUNCED
7:00 P.M.	More details later. Publicity: Mildred Kaldor, MU. 9-5420.		
Tuesday Jan. 8	SPRING HAT FASHION SHOW FOR TRADE	MILLINERY STAB. COMM.; MILLINERY FASHION BUR.	HOTEL ASTOR GRAND BALLROOM
7:00 P.M. Dinner	Semi-annual millinery fashion show for trade and press. Reservations: Dinner and Show, \$20.00 (including tax); Mezzanine: show only, \$10.00. Show at 9:00 P.M. Contact: Millinery Stabilization Commission, LO.4-7800. Press by invitation. Publicity: Mary Kelley, LO. 4-7800.		
Tuesday Jan. 8	EIGHTEENTH ANNUAL FASHION SHOW	NATIONAL ASS'N. OF HOUSE DRESS MFRS.	WALDORF-ASTORIA GRAND BALLROOM
7:30 P.M.	"Salute To Fabrics"--theme of the 18th Annual fashion show of the National Association of House Dress Manufacturers. By invitation only. Publicity: Leon H. Klingher, LA. 4-6352.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Jan. 9 8:00 A.M. Breakfast	BREAKFAST WITH MARCEL BOUCHER Fashion Preview of Spring costume jewelry, styled by Marcel Boucher, highlighting the newest in design and color. By invitation only. Publicity: Viola Shefer, PL. 3-3173.	MARCEL BOUCHER ET CIE (347 FIFTH AVENUE)	SHERRY NETHERLAND CHANTECLAIR ROOM
Jan. 9 9:30 A.M.	IRENE OF NEW YORK'S PRESS PREVIEW FOR N.Y. EDITORS AT 9:30 A.M. BREAKFAST, AT 16 EAST 52ND STREET. (See Pg. 4).		
Wednesday Jan. 9 11:00 A.M.	PRESS PREVIEW: SPRING MILLINERY FASHIONS Mr. Fred will present his millinery collection for Spring at a showing for the N.Y. press. By invitation only. Publ.: Lily Davis, PL. 3-1010.	JOHN-FREDERICS	29 EAST 48TH STREET SALON
Wednesday Jan. 9 2:30 P.M.	PRESS & TRADE PREVIEW: SPRING COAT FASHIONS Presentation of the collection of children's coats for Spring, infants to 4 years; also, a showing of mother and daughter fashions. By invitation. Publicity: Everett Goldstein, Everett-Bennett Advertising, MU. 3-1416.	BLOSSOM CHILDREN'S COAT CORPORATION	505 EIGHTH AVENUE SHOWROOM-21ST FLOOR
Wednesday Jan. 9 4:30 P.M.- 7:00 P.M.	SPRING & SUMMER SHOES AT PRESS SHOWING Presentation to visiting press of I. Miller's shoe collection for Spring and Summer. By invitation only. Publicity: Betty Fryman, ST. 4-7800.	I. MILLER	HOTEL PIERRE
Wednesday Jan. 9 5:00 P.M. Cocktails	SEMI-ANNUAL ACCESSORIES SHOW Semi-annual accessories show by Coro and Glentex for local and visiting press. By invitation. Publicity: Ann R. Silver Associates, MU. 7-8654.	CORO JEWELRY; GLENTEX SCARVES	HOTEL PIERRE COTILLION ROOM
Wednesday Jan. 9 6:30 P.M. Cocktails; Dinner	HAT FASHIONS AT PRESS SHOWING The Millinery Fashion Bureau will invite the fashion press to cocktails at 6:30 P.M. and dinner at 7:00 P.M., followed by a showing of Spring hat fashions by leading milliners. By invitation only. Publicity: Mary Kelley, LO. 4-7800.	MILLINERY FASHION BUREAU	WALDORF-ASTORIA SERT ROOM
Thursday Jan. 10 8:00 A.M. Breakfast	BREAKFAST WITH VIRGINIA SPEARS Fashion preview for visiting press of Virginia Spears Juniors, featuring new trends for Spring. By invitation. Publ.: Viola Shefer, PL. 3-3173.	SPEARS-EPSTEIN, INC.	SHERRY NETHERLAND CHANTECLAIR ROOM
✓ Thursday Jan. 10 11:00 A.M.	PRESS PREVIEW: SPRING MILLINERY COLLECTION Mr. John will invite the New York press to a preview of his millinery collection for Spring. This show will be repeated for the visiting editors at 5:15 P.M. on Thurs., Jan. 10. By invitation only. Publicity: Petty Nelson, MU. 3-4906.	MR. JOHN, INC.	53 EAST 57TH STREET SALON
✓ Thursday Jan. 10 2:30 P.M.	SPRING MILLINERY AT PRESS PREVIEW Presentation to the local press of Laddie Northridge's Spring millinery collection. Show will be repeated for the visiting editors on Friday, Jan. 11 at 8:00 A.M. breakfast in his salon. By invitation only. Publicity: Donna Cannon, PL. 3-7072.	LADDIE NORTHRIDGE	16 WEST 57TH STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Jan. 10 5:15 P.M.	MR. JOHN'S SPRING MILLINERY PREVIEW FOR VISITING EDITORS AT 5:15 P.M., 53 EAST 57TH STREET. (See Page 6).		
Thursday Jan. 10 6:15 P.M. Tea	SPRINGTIME HIGH TEA WITH JOSEF Trend-setting Advance Spring collection of domestic and imported "Bags By Josef." By invitation only. Publicity: Viola Shefer, PL. 3-3173.	JOSEF (GOLD SEAL IMPORTERS, INC.)	SAVOY PLAZA LE CHATEAU (11TH FL)
Thursday Jan. 10 7:00 P.M. Cocktails- Dinner	FASHION SHOW & PREVIEW; JANE FROMAN IN PERSON Varden Petites and Twentieth Century-Fox have invited out-of-town editors to a Preview Showing of "With A Song In My Heart", in Technicolor, starring Jane Froman. Showing of a group of dresses, inspired by the movie in addition to highlights of Varden's Spring collection. Jane Froman and other celebrities will be present to meet the press. By invitation only. Publicity: Elsie Brandt, PE. 6-5460.	VARDEN PETITE & TWENTIETH CENTURY-FOX	"LITTLE THEATRE" 444 WEST 56TH ST.
Jan. 11 8:00 A.M.	LADDIE NORTHRIDGE'S PREVIEW OF SPRING MILLINERY FOR VISITING EDITORS AT 8:00 A.M. BREAKFAST, AT 16 WEST 57TH STREET. (See Page 6).		
Friday Jan. 11 10:00 A.M. Brunch	PRESS & TRADE PREVIEW OF SPRING MILLINERY Beatrice-Martin will invite the press and trade to a brunch and preview of her millinery collection for Spring. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	BEATRICE-MARTIN	HOTEL PLAZA WHITE & GOLD SUITE
✓ Friday Jan. 11 8:00 P.M.	OPERA PARTY FOR VISITING EDITORS The Jewelry Industry Council will be host to the visiting editors at the evening performance of "La Traviata" at the Metropolitan Opera House. By invitation only. Publicity: Martha Percilla, PL. 7-3075.	JEWELRY INDUSTRY COUNCIL	MET. OPERA HOUSE B'WAY & 39TH STREET
Saturday Jan. 12 8:00 A.M. Breakfast	<i>See Box</i> "UNDER THE SUN AND STARS IN SCHIFFLI" Spring and Summer fashions in Schiffli Embroidery for Sun, Surf, Street and Startime. By invitation only. Publicity: Dora Miller, LO. 3-4285.	SCHIFFLI EMBROIDERY BUREAU	LONGCHAMPS B'WAY & 41ST STREET <i>Place To Be Announced</i>
Saturday Jan. 12 9:30 A.M.	BRIGANCE OF SPORTSMAKER VISITING PRESS PREVIEW Showing to the out-of-town editors of the Resort and Spring collection of bathing suits, beachwear, playclothes, separates, and dresses, designed by Brigance for Sportsmaker. By invitation only. Contact: Irving Lein, BR. 9-1723.	SPORTSMAKER (DESIGNED BY BRIGANCE)	PLACE TO BE ANNOUNCED
Saturday Jan. 12 11:00 A.M.	"WEEKEND AT WEST POINT" FOR VISITING PRESS "Weekend At West Point" for visiting press, sponsored by leading mills and manufacturers of fashions, accessories and other products of interest to women. Editors will leave New York at 11:00 A.M., Saturday and return late Sunday afternoon. They will stay at the U.S. Hotel Thayer and will be guests at the Sesqui-Centennial Celebration of the founding of West Point. Fashion show at War Department Theatre. Attendance by invitation only. Publicity: Lind-Gilbert Assoc., PL. 3-4786.	LEADING MILLS & MANUFACTURERS	WEST POINT ACADEMY

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday Jan. 13 4:45 P.M. Cocktails	SPRING JEWELRY PREVIEW AT COCKTAIL PARTY Trifari, Krussman & Fishel will invite the out-of-town and local editors to a cocktail party and presentation of Spring jewelry fashions, with special guest stars of Trifari's TV show, "Tex and Jinx". By invitation only. Publicity: Dorothy Lansing, PL. 9-7598.	TRIFARI KRUSSMAN & FISHEL, INC.	16 EAST 40TH STREET SHOWROOM-4TH FLOOR
Sunday Jan. 13 7:00 P.M. Cocktails	SPRING HATS AT VISITING PRESS PREVIEW Mr. Fred of John Frederics, Inc. will invite the out-of-town editors to a cocktail party at his home and a showing of the Spring millinery collection. By invitation only. Publicity: Lily Davis, PL. 3-1010.	JOHN FREDERICS, INC.	820 PARK AVENUE (MR. FRED'S APARTMENT)
Monday Jan. 14 8:00 A.M. Breakfast	SPRING DRESS PREVIEW FOR VISITING EDITORS Fashion preview of Spring dress originals by A. Goodman. By invitation only. Publicity: Viola Shefer, PL. 3-3173.	A. GOODMAN & CO., INC.	530 SEVENTH AVENUE SHOWROOM-17TH FLOOR
Monday Jan. 14 12:30 P.M. Luncheon	SHOWING FOR VISITING AND LOCAL PRESS Henry Rosenfeld will invite the out-of-town and local press to a luncheon and presentation of his Spring and Summer collection of dresses and suits. By invitation only. Publicity: Sally Sober, LO. 5-0400.	HENRY ROSENFELD	498 SEVENTH AVENUE SHOWROOM-2ND FLOOR
Monday Jan. 14 2:30 P.M.	MILLINERY PREVIEW FOR LOCAL PRESS Lilly Dache will present her Spring millinery to the N.Y. fashion press. Show will be repeated for visiting editors at 5:00 P.M., Jan. 14. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	LILLY DACHE	78 EAST 56TH STREET PENTHOUSE
Jan. 14 5:00 P.M.	LILLY DACHE'S SPRING MILLINERY PREVIEW FOR VISITING EDITORS AT 5:00 P.M., 78 EAST 56TH STREET. (See Above).		
Monday Jan. 14 5:00 P.M.- 7:00 P.M. Cocktails	PRESS & TRADE SHOW OF NEW FOUNDATIONS Maidenform will invite the press and trade to a showing of the Spring collection. Showing at 6:00 P.M. By invitation only. Publicity: Jan Lovett, William H. Weintraub & Co., MU. 8-3901.	MAIDENFORM BRASSIERE CO.	HOTEL PIERRE GRAND BALLROOM
Monday Jan. 14 8:00 P.M. Coffee; Dessert; Cordials	FASHIONS FOR TRAVEL AT VISITING PRESS SHOW "The World of Fashion Travels"--showing of "Secrets of Fashion" ready-to-wear for travel by John Robert Powers, coordinated with luggage and leather accessories by the Luggage & Leather Goods Manufacturers of America, Inc. Showing at 8:30 P.M. By invitation only. Powers Publicity: Carl E. Kempf, PL. 5-0990 and Merchandising Coordinates, WA. 9-6758 or WA. 9-9155. Luggage & Leather Goods Publicity: Alyce Drew, LE. 2-3960.	LUGGAGE & LEATHER GOODS & JOHN ROBERT POWERS	PARK LANE HOTEL 48TH ST. & PARK AVE.
Monday Jan. 14- Jan. 18	CORSET & BRASSIERE SHOW FOR SPRING 1952 The Spring 1952 Corset and Brassiere Show will be held Monday, Jan. 14 through Jan. 18. Contact: Jed Sylbert, Exec. Director, MU. 3-1593.	CORSET AND BRASSIERE EXHIBITORS GUILD, INC.	HOTEL McALPIN

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Jan. 15	"FIGURES ARE FASHION" PREMIERE FILM	THE WARNER BROTHERS CO. (BRIDGEPORT, CONN.)	TOWN HALL 113 WEST 43RD STREET
10:00 A.M.- 11:00 A.M.	Warner Brothers Co., manufacturers of foundation garments, premiere of a new fashion film, "Figures Are Fashion", to be preceded by comments on market conditions by John Field, president of the company. Also, a showing of the film, "Facts About Your Figure". Admission by ticket only. (Complete Spring line will be shown in Warner's display room, 200 Madison Avenue, daily from 9:00 A.M. to 5:00 P.M., during week of Jan. 14). Publicity: Anne Ketcham, 200 Madison Ave., MU. 3-1194.		
Tuesday Jan. 15 4:00 P.M.	PRESS PREVIEW OF SPRING MILLINERY	BRAAGAARD, INC.	10 EAST 56TH STREET SALON
	Presentation to the press of the Spring millinery collection by Braagaard. By invitation only. Contact: Grace Marie Biehl, PL. 3-0353.		
Wednesday Jan. 16 12:15 P.M. Luncheon	MILLINERY DIVISION LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ROOSEVELT BALLROOM
	The Fashion Group will hold its millinery division luncheon meeting. More details later. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.		
Wednesday Jan. 16 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA EMPIRE ROOM
	Russeks Fifth Avenue will present a collection of Spring fashions during luncheon. Press by invitation. Public by reservation; contact: Head-waiter, EL. 5-3000. Russeks Publicity: Florence Lord, WI. 7-1900. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.		
Wednesday Jan. 23 12:00 Noon Luncheon	PRESS PREVIEW OF FASHIONS AND FABRICS	JOHN WALTHER FABRICS, INC.	HAMPSHIRE HOUSE COTTAGE
	Preview of Spring costumes, created by leading designers, in John Walther fabrics. By invitation only. Publicity: Elena Turner at Walter Harrison Smith Associates, JU. 6-0143.		
Beginning Monday Jan. 28	SCHEDULE OF LONDON COUTURE PREVIEWS	INCORPORATED SOCIETY OF LONDON FASHION DESIGNERS	36 BRUTON PLACE LONDON, W.l., ENG.
	Monday, Jan. 28: Norman Hartnell; Lachasse; Peter Russell; Michael Sherard. Tuesday, Jan. 29: Hardy Amies; Charles Creed; Digby Morton, Victor Stiebel. Wednesday, Jan. 30: Mattli; Worth Ltd. Admission by invitation only. Contact: Lilian Hyder, 36 Bruton Place, London W.l.		
Tuesday Jan. 29 12:15 P.M. Luncheon	"MARCH OF DIMES" FASHION SHOW	NEW YORK DRESS INSTITUTE	WALDORF-ASTORIA GRAND BALLROOM
	Seventh Annual "March of Dimes" Fashion Show, presented for the benefit of The National Foundation For Infantile Paralysis, with fashions from the New York Dress Institute Couture Group. Reservations: \$50.00 per person for "ringside" first tier tables; \$25.00 per person for other tables. For tickets, contact: Elaine Whitelaw, Nat'l Foundation, 120 Broadway, BE. 3-0500. Fashion Publicity: Eleanor Lambert, MU. 8-2130.		
Beginning Friday Feb. 1	TENTATIVE OPENING DATE: PARIS COUTURE	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE
	Paris couture showings have been tentatively scheduled to begin Friday, Feb. 1. (Note Change of Date). Individual dates later. Contact: Chambre Syndicale, 102 Rue du Faubourg, St.-Honore, Paris.		

MOVIES...MUSIC...TELEVISION...THEATRE

- Saturday Dec. 8      OPENING: "THE CONSTANT WIFE"      NATIONAL THEATRE, 206 WEST 41ST ST.  
 Somerset Maugham's comedy will be presented by Katharine Cornell and directed by Guthrie McClintic. Stars: Katharine Cornell, Brian Aherne and Grace George with John Emery. Setting: Donald Oenslager. Costumes from Bergdorf Goodman. Publicity: Sol Jacobson, CH. 4-1482.
- Monday Dec. 10      OPENING: "THE GRAND TOUR"      MARTIN BECK THEATRE, 302 WEST 45TH  
 Elmer Rice's new play will be presented by The Playwrights' Company and will star Beatrice Straight with Richard Derr. Director: Elmer Rice. Settings: Howard Bay. Costumes: Motley. Publ.: William Fields, CI. 5-7930.
- Beginning Monday Dec. 10      FIFTH WEEK: METROPOLITAN OPERA      MET. OPERA HOUSE, 39TH ST. & B'WAY  
Dec. 10: Strauss' FLEDERMAUS. Dec. 11: Verdi's LA TRAVIATA. Dec. 12: Verdi's AIDA. Dec. 13: Wagner's GOETTERDAEMMERUNG. Dec. 14: Mascagni's CAVALIERIA RUSTICANA and Leoncavallo's PAGLIACCI. Dec. 15, Mat.: Massenet's MANON. Dec. 15, Eve.: Puccini's LA BOHEME. Dec. 16: Verdi's RIGOLETTO. Publicity: Margaret Carson, PE. 6-1200.
- Wednesday Dec. 12; Dec. 19 12:00 Noon      TELEVISION: DON AMECHE-FRANCES LANGFORD SHOW      WJZ-TV, CHANNEL 7  
Dec. 12: Dorine Liebert will present her Holiday separates and "at-home" fashions. Dec. 19: Presentation of Holiday fashions by David Crystal. TV Fashion Show Coordinator and Contact: Kay Bardsley, CI. 7-5700, Ext. 8908.
- Wednesday Dec. 12      OPENING: "LO AND BEHOLD!"      BOOTH THEATRE, 222 WEST 45TH ST.  
 John Patrick's new comedy will be presented by The Theatre Guild under the supervision of Theresa Helburn and Lawrence Langner. Stars: Leo G. Carroll, Jeffrey Lynn and Lee Grant. Director: Burgess Meredith. Settings, Costumes: Stewart Chaney. Publicity: Nat Dorfman, LO. 3-0858.
- Thursday Dec. 13      OPENING: "POINT OF NO RETURN"      ALVIN THEATRE, 254 WEST 52ND STREET  
 A new play by Paul Osborn, based on a novel by John P. Marquand, will be presented by Leland Hayward. Stars: Henry Fonda, with John Cromwell, Leora Dana and Patricia Smith. Director: H.C. Potter. Settings: Jo Mielziner. Costumes: Mainbocher. Publicity: Leo Freedman, CH. 4-7250.
- Wednesday Dec. 19      OPENING: THE "CLEOPATRA" PLAYS      ZIEGFELD THEATRE, 6TH AVE. & 54TH ST.  
 Laurence Olivier and Vivien Leigh will be presented by Gilbert Miller in George Bernard Shaw's "Caesar and Cleopatra" and William Shakespeare's "Antony and Cleopatra", staged on alternate evenings. Director: Michael Benthall. Settings: Roger Furse. Costumes: Audrey Cruddas. Publicity: Richard Maney, WI. 7-6939.
- Thursday Dec. 20      PREMIERE: "DEATH OF A SALESMAN" (Movie) VICTORIA THEATRE, B'WAY & 46TH ST.  
 Columbia movie based on the Broadway play by Arthur Miller, about a man who lives a life of illusion based on false values. Stars: Fredric March with Mildred Dunnock, Kevin McCarthy, Cameron Mitchell and Howard Smith. Producer: Stanley Kramer. Director: Laslo Benedek. Publicity: Hortense Schorr, CI. 5-5000.
- Saturday Dec. 22      PREMIERE: "I WANT YOU" (Movie)      CRITERION THEATRE, B'WAY & 46TH ST.  
 Dana Andrews, Dorothy McGuire, Farley Granger, Peggy Dow with Robert Keith and Mildred Dunnock in the Samuel Goldwyn Productions film about an American family and the effects of the Korean war upon them. Producer: Samuel Goldwyn. Director: Mark Robson. Costumes: Mary Wills. Publicity: Martin Davis, PL. 7-7900.